



HISTORY OF MILLER & LUX SAN JOAQUIN VALLEY LANDS

It was in the sixties that Henry Miller, who was destined to become the great land baron of the West, rode from his Gilroy holdings eastward through the Pacheco Pass and first glimpsed the rich river bottom lands of the San Joaquin. Promptly his genius for development and expansion asserted itself. Within a few years he and his partner were the owners of the heart of this great valley, their domain comprising more than half a million acres.

At first the land was devoted to ranging and fattening cattle. Henry Miller, however, soon had the vision of irrigation. He watched the abundance of the San Joaquin flow unused toward the ocean. He was determined that this water should bring into all-year fertility the fine soil adjacent to the bottom lands. The first Miller & Lux canal was begun in 1871 and completed in 1878. From that date Henry Miller became one of the nation's great farmers, as well as a cattle king.

Grain fields and alfalfa presently extended as far as the eye could see. More canals were built. Diversity of crops was increased. The west side of the Valley was now a great agricultural empire, owned and managed by one man.

Through the long years of sparse population Henry Miller's empire flourished. His beef, his mutton and his pork supplied the tables of thousands of western homes. His broad, cattle-dotted lands prolonged in California the spirit and romance of the Spanish grants.

When the career of this pioneer came to an end, closing one of the most colorful careers in California's history, the time was at hand when land operations on such gigantic scale were face to face with a new era: one of smaller holdings and intensive cultivation. The increased population of the Valley was pressing in on Miller & Lux's boundaries.

So now the heirs of Henry Miller are dividing and selling his vast holdings. This area he acquired during his long life is available to you at prices that are cheaper than those of similar lands anywhere else. The great irrigation system developed over a period of sixty years waters these lands at an amazingly small cost.

In a comparatively short period of time considering the area of land involved (530,000 acres), 310,000 acres have been sold. Except for about 10,000 acres, all of the land was sold under land sale contracts with ten years to pay. Today, sixty per cent of the 310,000 acres sold has been conveyed outright by deed.

If you wish to make a good living out of the soil, if you would establish your home where Nature and the hand of man have achieved almost perfect farming conditions you must at least investigate the opportunity offered you by Miller & Lux to purchase land in the area colored red on this map.

July 31, 1935

LEGEND

- Unsold Land
- Sold Land

MAP OF
MILLER & LUX INCORPORATED
SAN JOAQUIN VALLEY LANDS
IN STANISLAUS, MERCED, MADERA
AND FRESNO COUNTIES
SCALE

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